



## Moral intensity and climate-friendly food choices

---

**Author(s):** Makiniemi JP, Vainio A  
**Year:** 2013  
**Journal:** Appetite. 66: 54-61

---

### Abstract:

By changing individual food consumption patterns, it might be possible to reduce greenhouse gas emissions associated with climate change. The aim of the current study was to examine how perceptions of the moral intensity of climate change are related to climate friendly-food choices. The participants were 350 Finnish university students in the social and behavioral sciences who completed a questionnaire during class. The results indicated that moral perceptions mainly affected the moral evaluation and intentions to make climate-friendly food choices. We suggest that the results can be used to promote climate-friendly food choices, for example, by increasing the recognition of climate change as a moral imperative and by combining environmental motives with other relevant food choice motives.

**Source:** <http://dx.doi.org/10.1016/j.appet.2013.01.026>

### Resource Description

#### Communication: ☒

resource focus on research or methods on how to communicate or frame issues on climate change; surveys of attitudes, knowledge, beliefs about climate change

A focus of content

#### Communication Audience: ☒

audience to whom the resource is directed

Public

#### Exposure : ☒

weather or climate related pathway by which climate change affects health

Unspecified Exposure

#### Geographic Feature: ☒

resource focuses on specific type of geography

None or Unspecified

#### Geographic Location: ☒

resource focuses on specific location

# Climate Change and Human Health Literature Portal

Global or Unspecified

## **Health Co-Benefit/Co-Harm (Adaption/Mitigation):**

specification of beneficial or harmful impacts to health resulting from efforts to reduce or cope with greenhouse gases

A focus of content

## **Health Impact:**

specification of health effect or disease related to climate change exposure

Health Outcome Unspecified

## **Mitigation/Adaptation:**

mitigation or adaptation strategy is a focus of resource

Mitigation

## **Resource Type:**

format or standard characteristic of resource

Research Article

## **Timescale:**

time period studied

Time Scale Unspecified